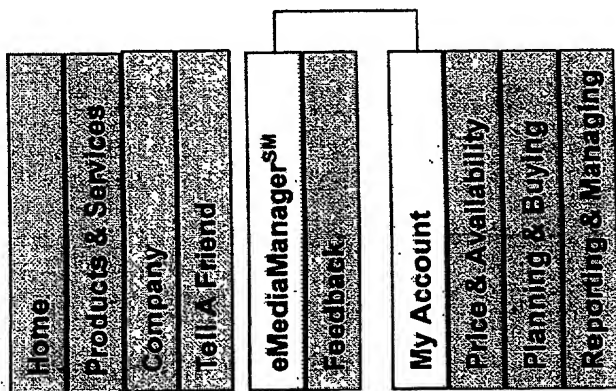


[MP] eMediaManager:My Account [D]



- Listing of completed, saved, pending (submitted but not accepted), and active Media Plans.
- Listing of pending RFPs.
- Update Company Information, Buyer Information, & Buyer PW
- View Billing/Accounting information

FIG. 1

[MP] eMediaManager:Price & Availability [D]

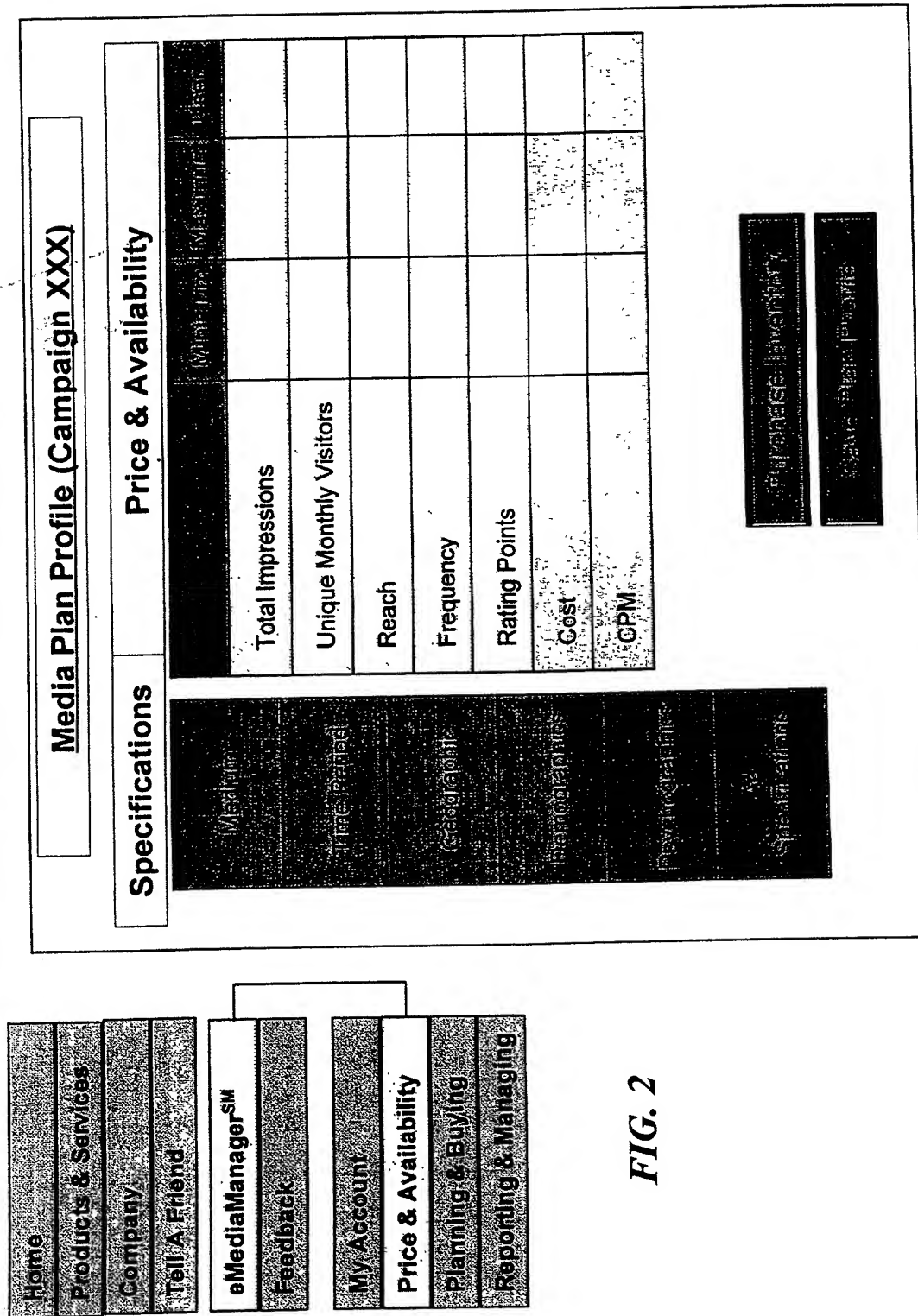


FIG. 2

[MP] eMediaManager:P&A:Medium [D]

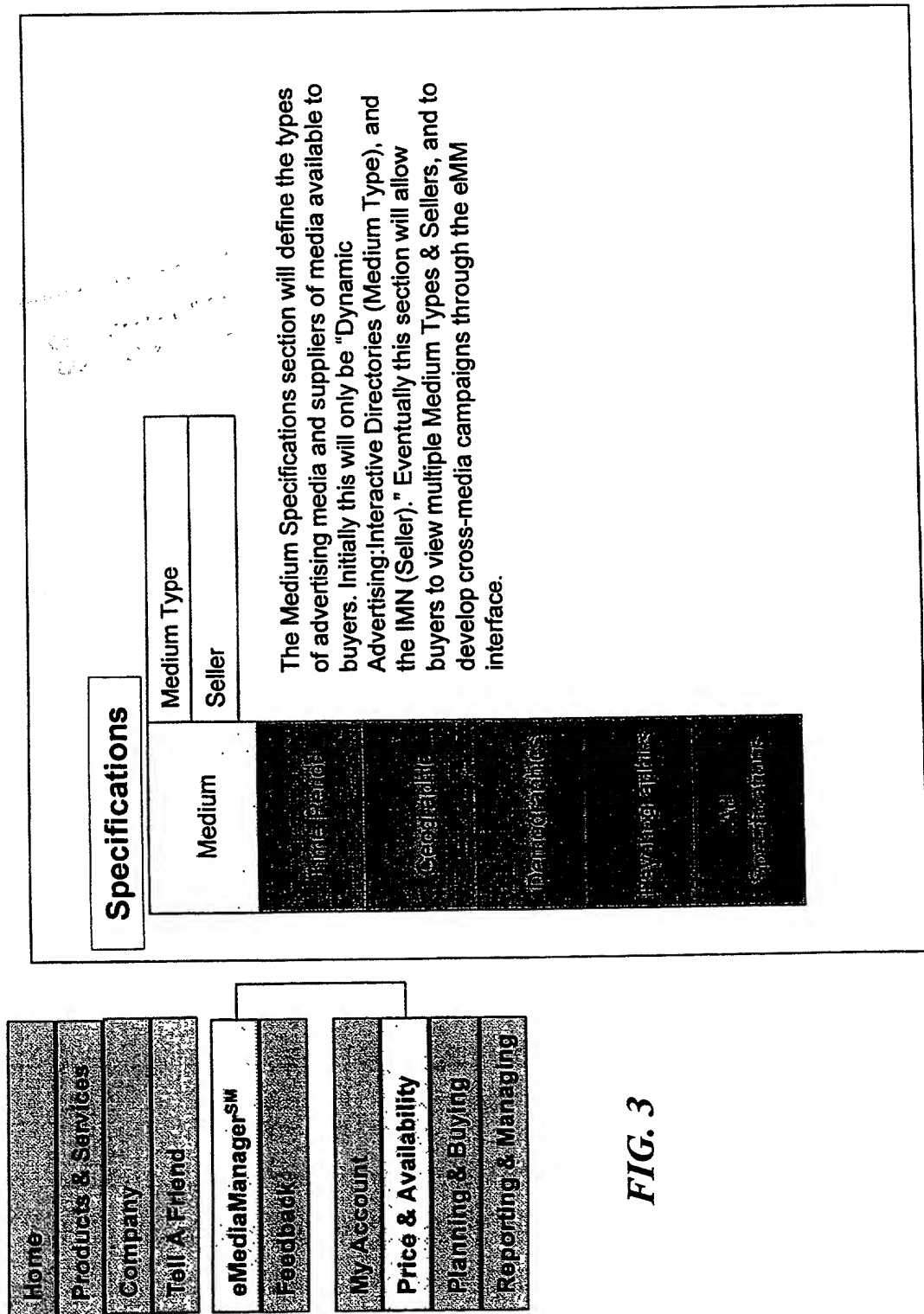


FIG. 3

[MP] eMediaManager:P&A:Medium/Sellers:Medium Type [D]

Home
Products & Serv/Ges
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	Medium Type
	Sellers

Medium Type will show all available types of inventory.
It will be a multi-level structure:

<u>1st Level</u>	<u>2nd Level</u>
Dynamic	Interactive Directory
	Elevator News
	Fitness Equipment
Online	Website
Outdoor	Outdoor Billboard
	Wallscape
	Indoor Poster
Print	Newspaper
	Magazine
Radio	Spot
	Network
Television	Spot TV
	Network TV
	Spot Cable
	Network Cable
	Syndication

FIG. 4

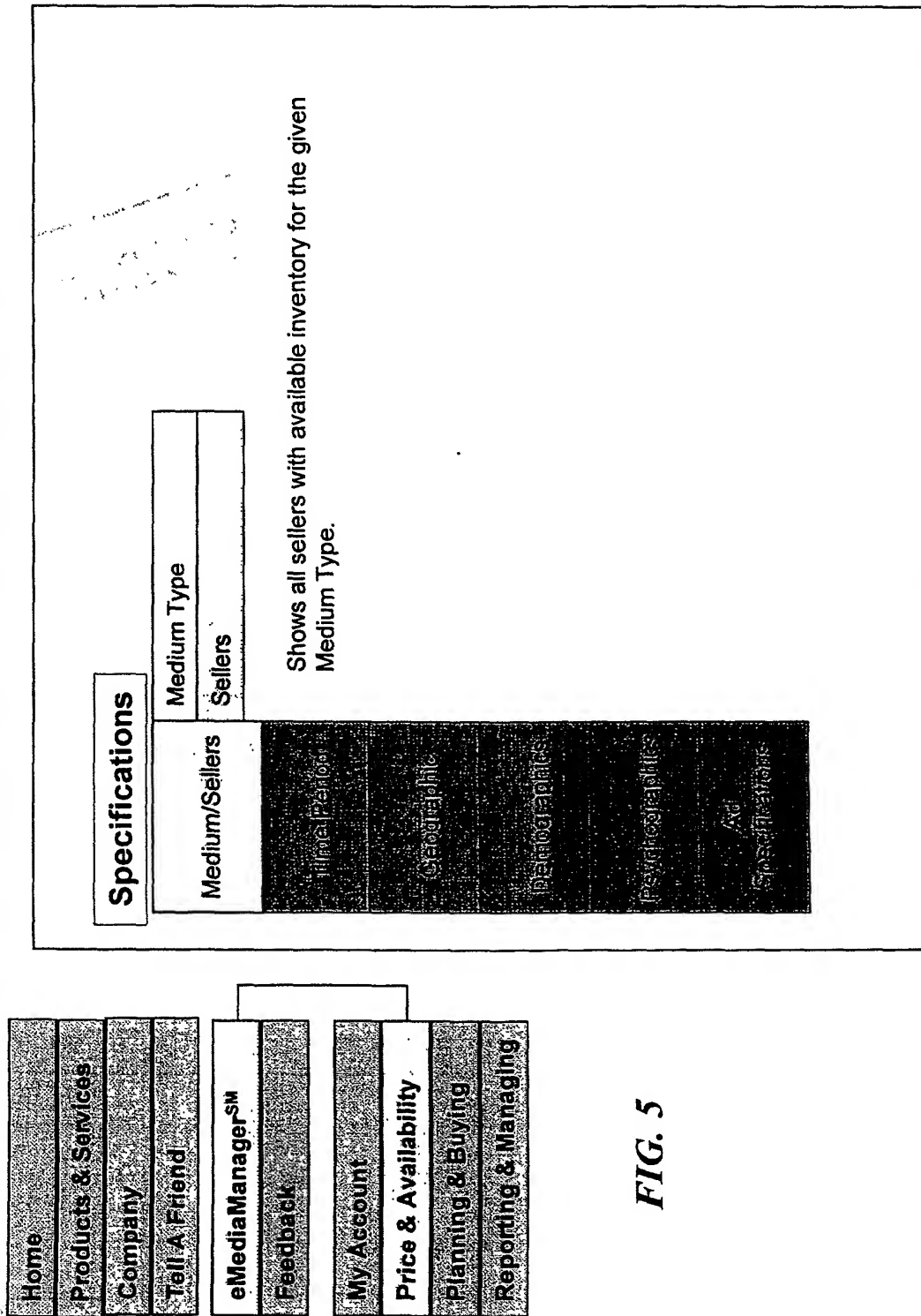


FIG. 5

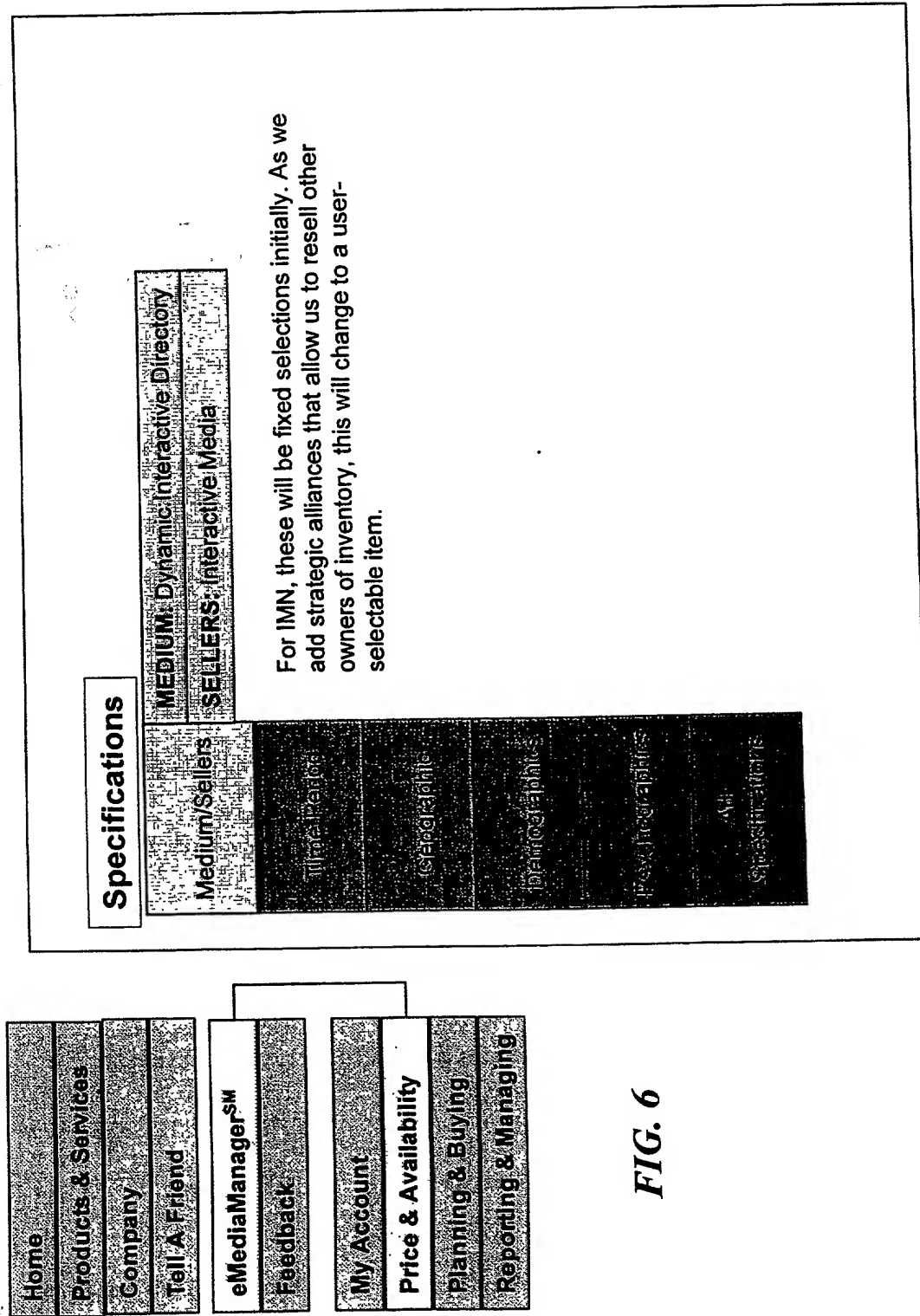
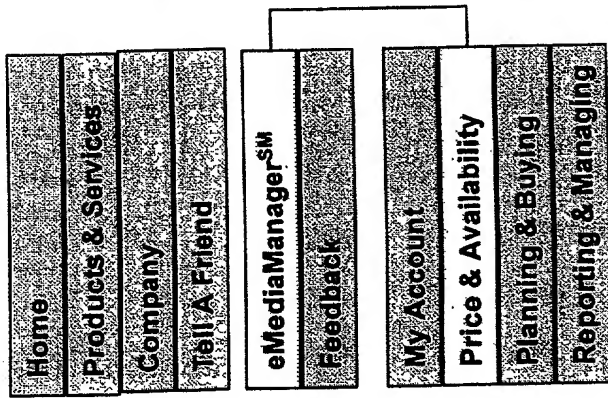


FIG. 6



Specifications

Medium/Sellers

Time Period

Geographic

Demographics

Psychographics

Age

Specifications

Start Date

End Date

Day Part

This section will define the time parameters for the selected medium. Time will include start/stop dates and time-of-day ("Day Part") selections. The date selections will always be available, regardless of what mediums/brands are selected; time-of-day will only be active if the medium/brand offers that capability.

FIG. 7

[MP] eMediaManager:P&A:Time(IMN) [D]

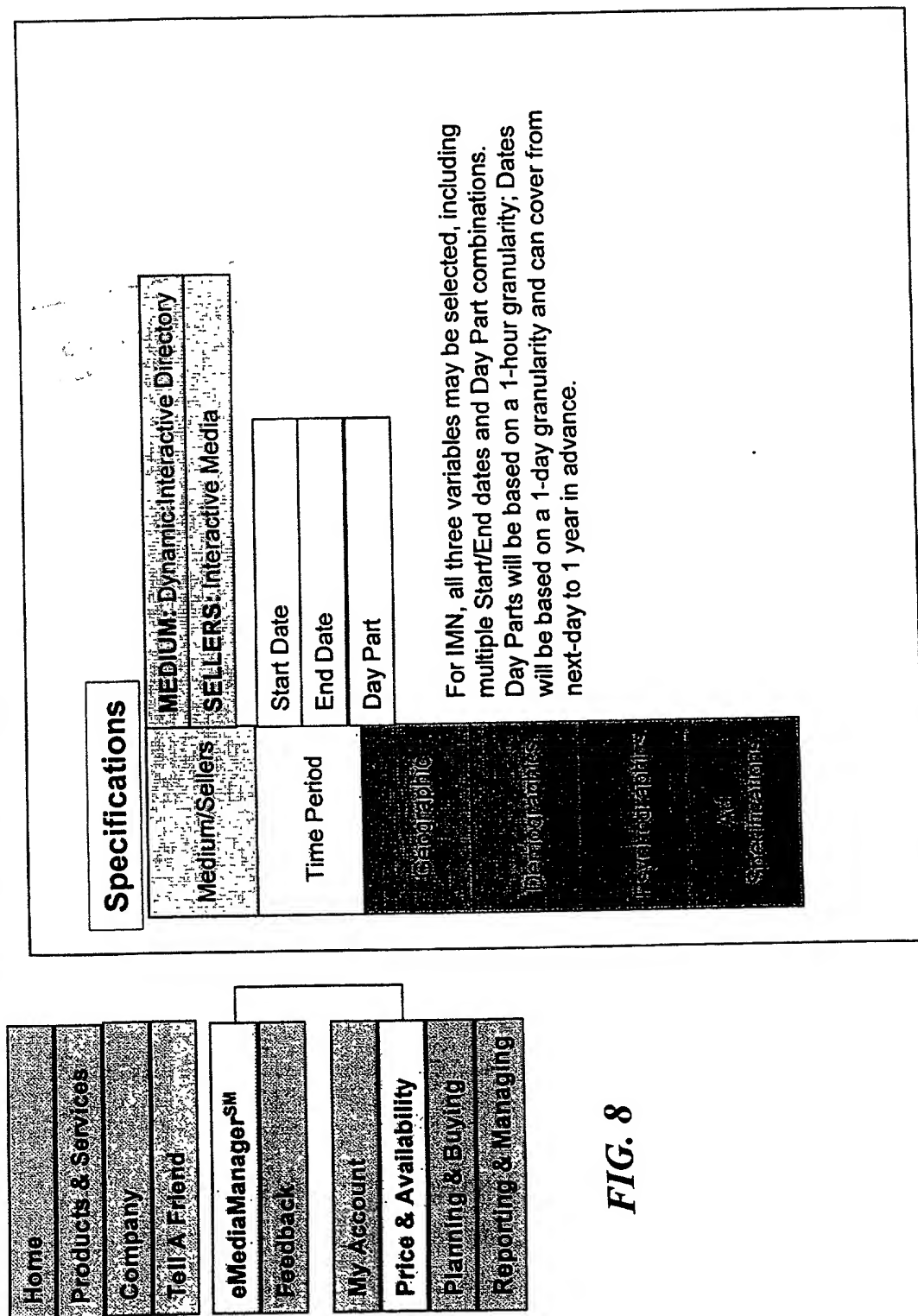


FIG. 8

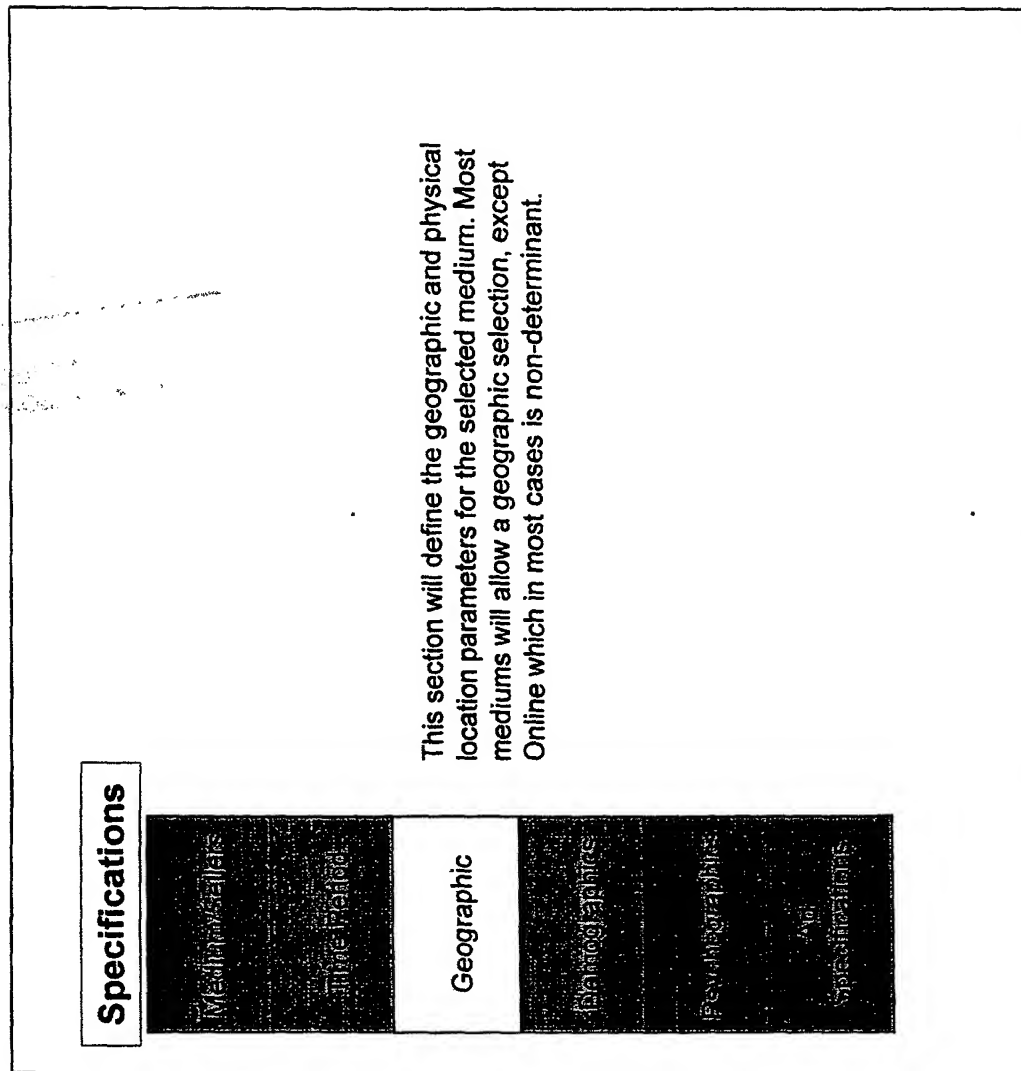
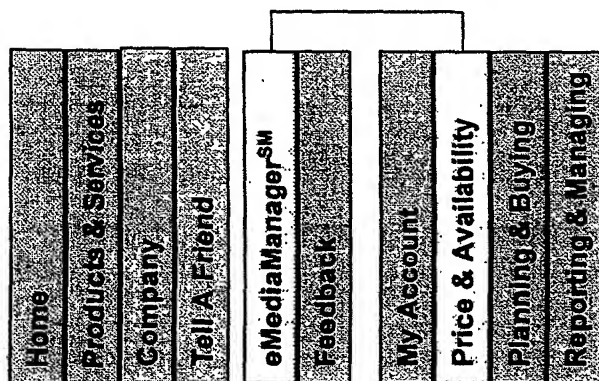


FIG. 9

[MP] eMediaManager:P&A:Location(IMN):Geography [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

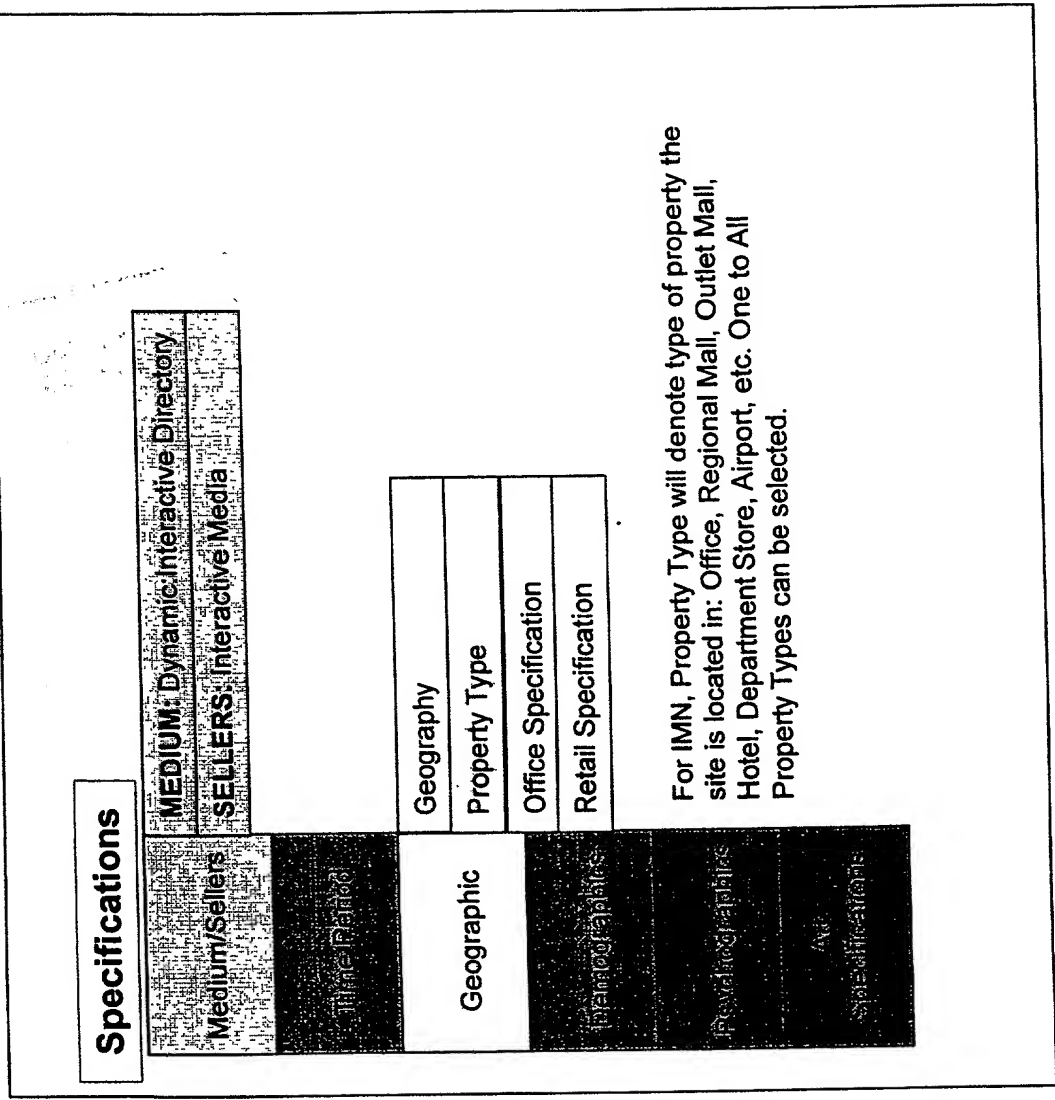
Specifications

Medium/Sellers	MEDIUM: Dynamic Interactive Directory
	SELLERS: Interactive Media
Time Period	
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification

For IMN, geography will include country, state, county, DMA, city, and neighborhood selection levels (as well as individual site selections). Single countries and multiple selections on the other levels can be made.

FIG. 10

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing



For IMN, Property Type will denote type of property the site is located in: Office, Regional Mall, Outlet Mall, Hotel, Department Store, Airport, etc. One to All Property Types can be selected.

FIG. 11

[MP] eMediaManager:P&A: Location(IMN):Tenant SIC [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	MEDIUM: Dynamic Interactive Directory SELLERS: Interactive Media
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification

For IMN, Office Specification will only apply if the "Office" Property Type is selected, and will allow buyers to target properties with a high concentration of specific types of businesses. A listing of business types and general categories will be selectable, and any one or multiple selections can be made.

FIG. 12

[MP] eMediaManager:P&A: Location(IMN):Store Proximity [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers	MEDIUM: Dynamic Interactive Directory
UltraProton	SELLERS: Interactive Media
Geographic	Geography
	Property Type
	Office Specification
	Retail Specification

For IMN, Retail Specification will only apply to mail Property Types (Regional Malls or Outlet Malls), and will allow buyers to target their ad to run outside of specific retail stores or types of stores.

FIG. 13

[MP] eMediaManager:P&A:User Demographics [D]

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

MediaMall	Gender
Target Market	Age
Geographic	Income
Demographics	Education
Psychographics	Marital Status
Attitudes	Ethnicity
Occupations	Occupation

The Demographics section will allow targeting towards specific user demographics. This section will be available whenever at least one medium/brand allows for some level of targeting in this manner.

FIG. 14

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers
MEDIUM: Dynamic Interactive Directory
SELLERS: Interactive Media

For IMN, all of the Demographics selections will be available. Demographics will be determined in most Property Types by mapping known traffic patterns to US Census data for those areas. In the Office market, it will be derived by mapping SIC demographic profiles weighted against the percent of space being leased.

Demographics
Gender
Age
Income
Education
Marital Status
Ethnicity
Occupation

FIG. 15

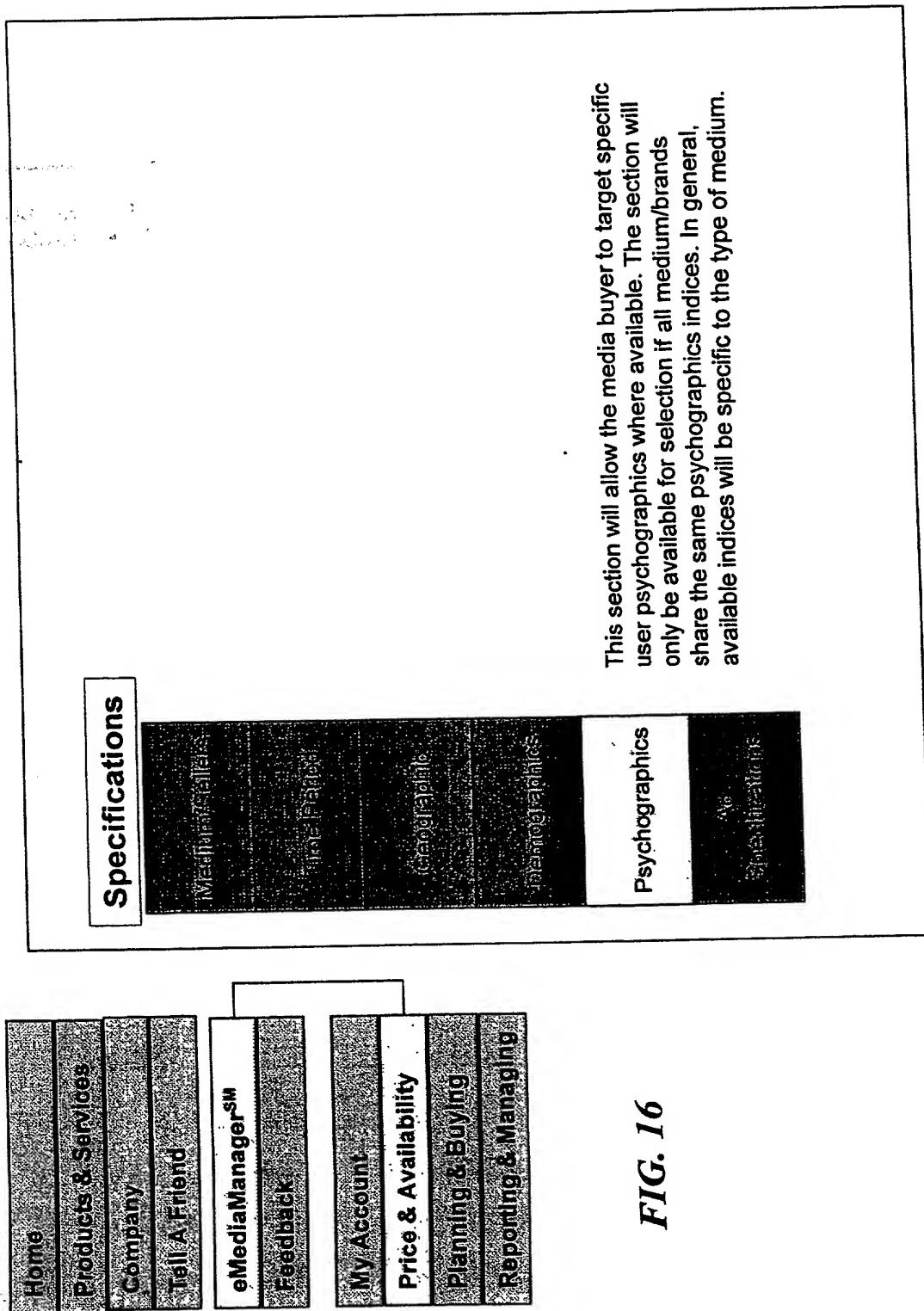


FIG. 16

[MP] eMediaManager:P&A:Psychographics(IMN):Directory-Int. [D]

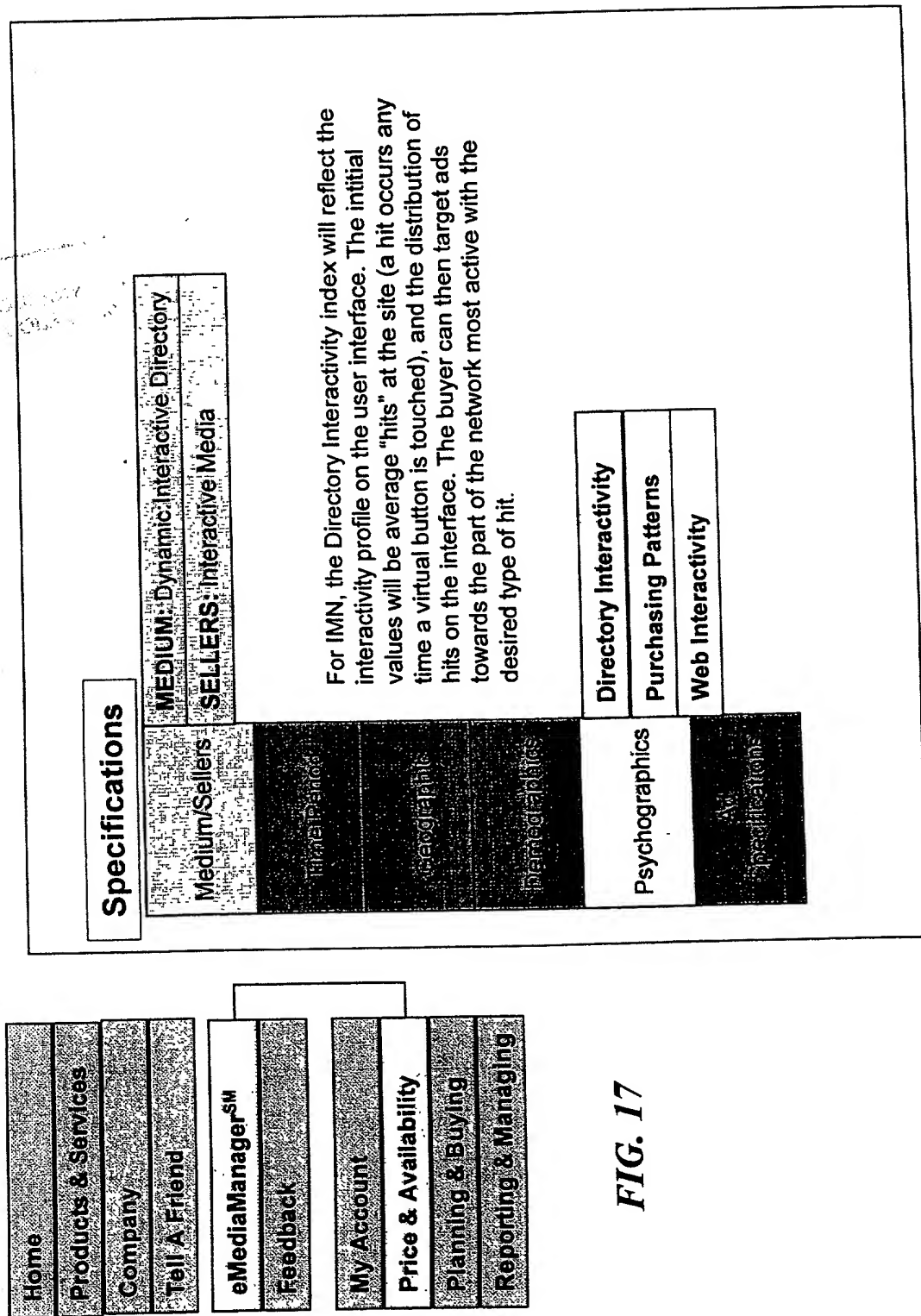


FIG. 17

[MP] eMediaManager:P&A: Psychographics(IMN):Purchasing [D]

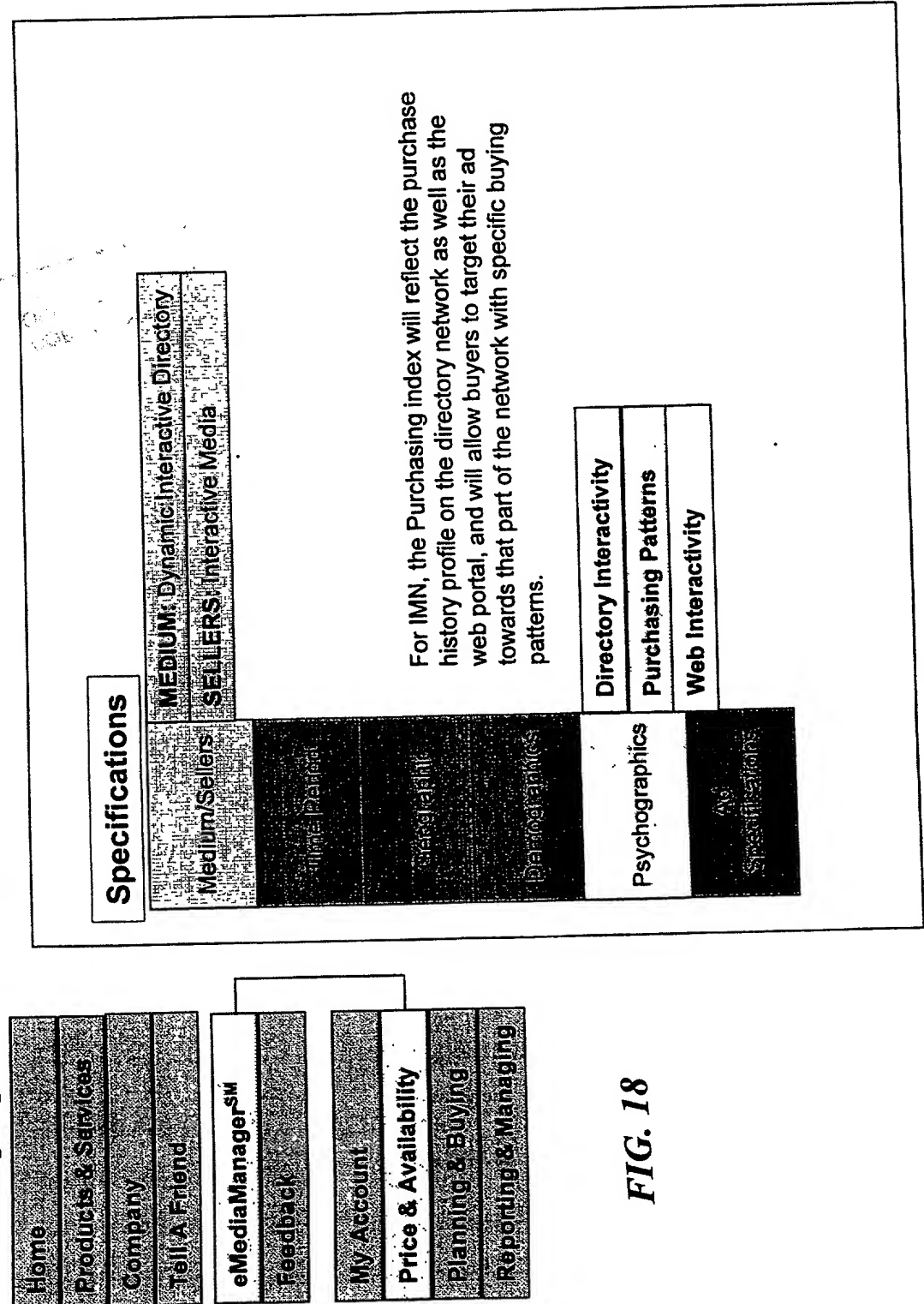


FIG. 18

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers
MEDIUM: Dynamic-Interactive Directory
SELLERS: Interactive Media

For IMN, the Web Interactivity index will reflect the same interactivity profile information as the Directory Interactivity, except that it will represent the activity from IMN's www.directory-info.net site. In other words, each user coming to a specific property's directory will be tracked separately from interactivity on the directory display; this activity will also be available for targeting purposes.

Psychographics
Directory Interactivity
Purchasing Patterns
Web Interactivity

FIG. 19

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

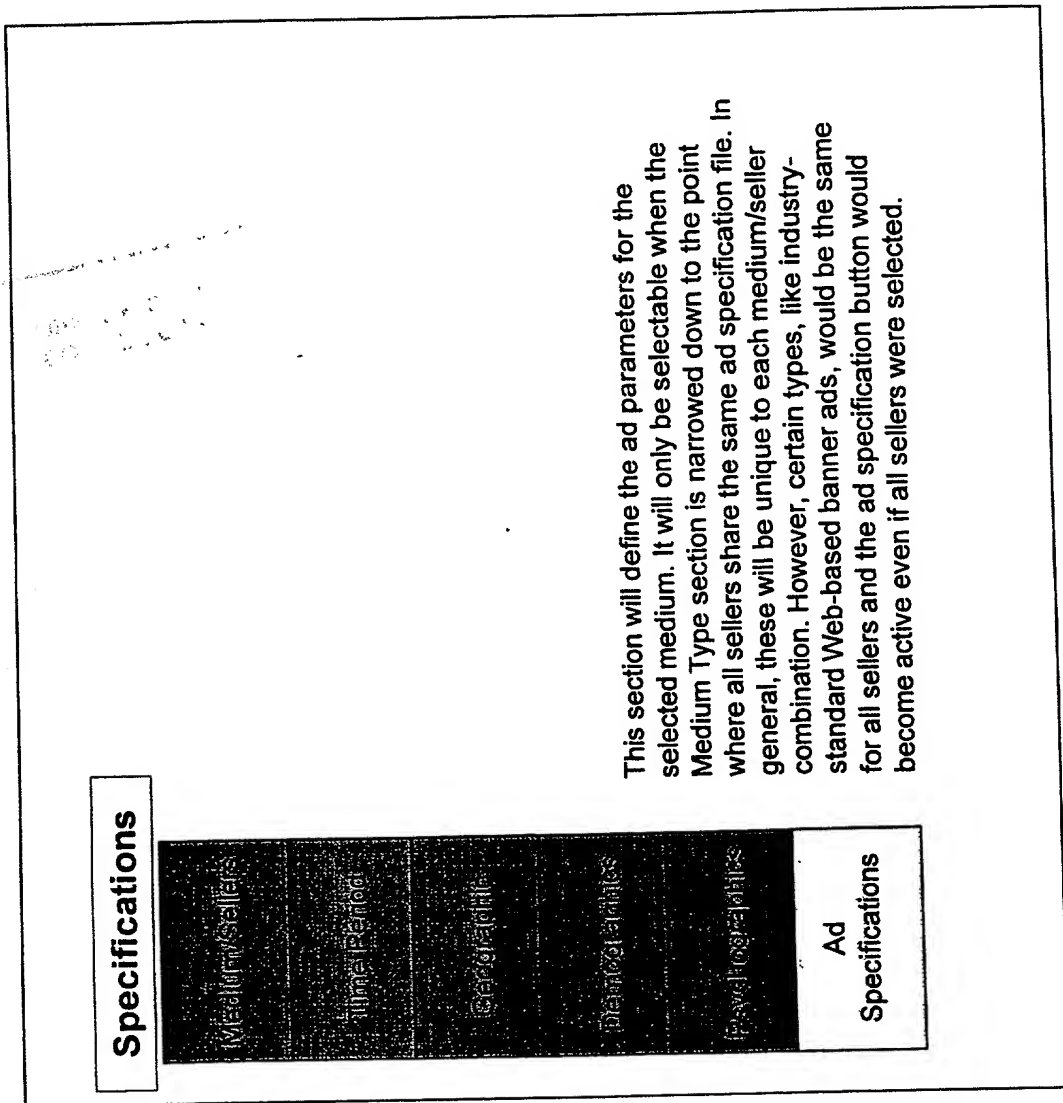


FIG. 20

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

Specifications

Medium/Sellers
MEDIUM: Dynamic Interactive Directory SELLERS: Interactive Media

Time Period
Geographic
Demographics
Psychographics

Ad Specifications
Ad Type
Teaser Type
Content Type

Available Ad Types for IMN will be:

- Billboard: these run in the "front page media window" on a continuous basis.
- Content Specific: these run only when a specific content selection is made.
- Trailer: these run before or after another ad or news clip.

FIG. 21

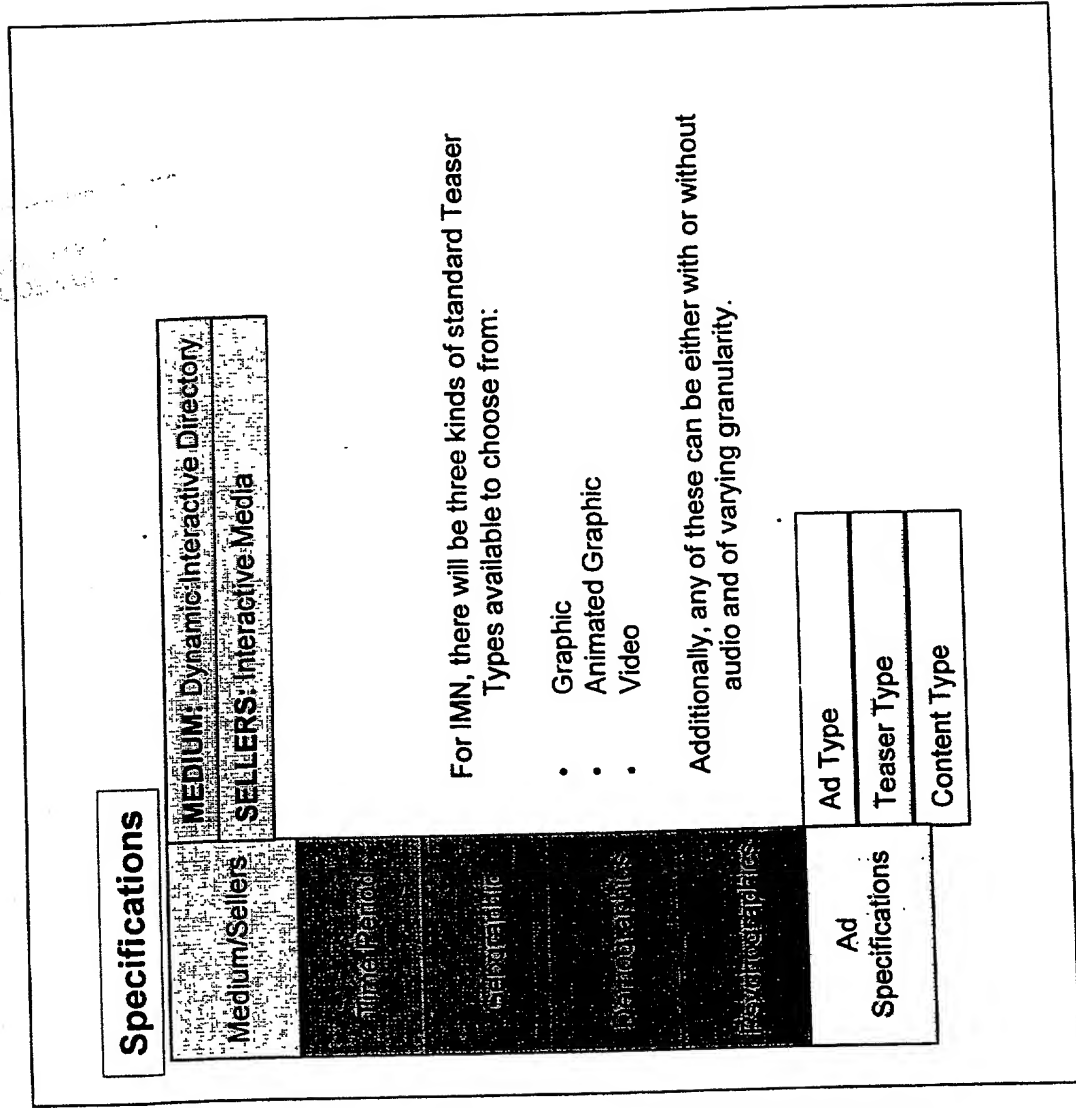


FIG. 22

[MP] eMediaManager:P&A:Specs(IMN):Teaser-Link Type [D]

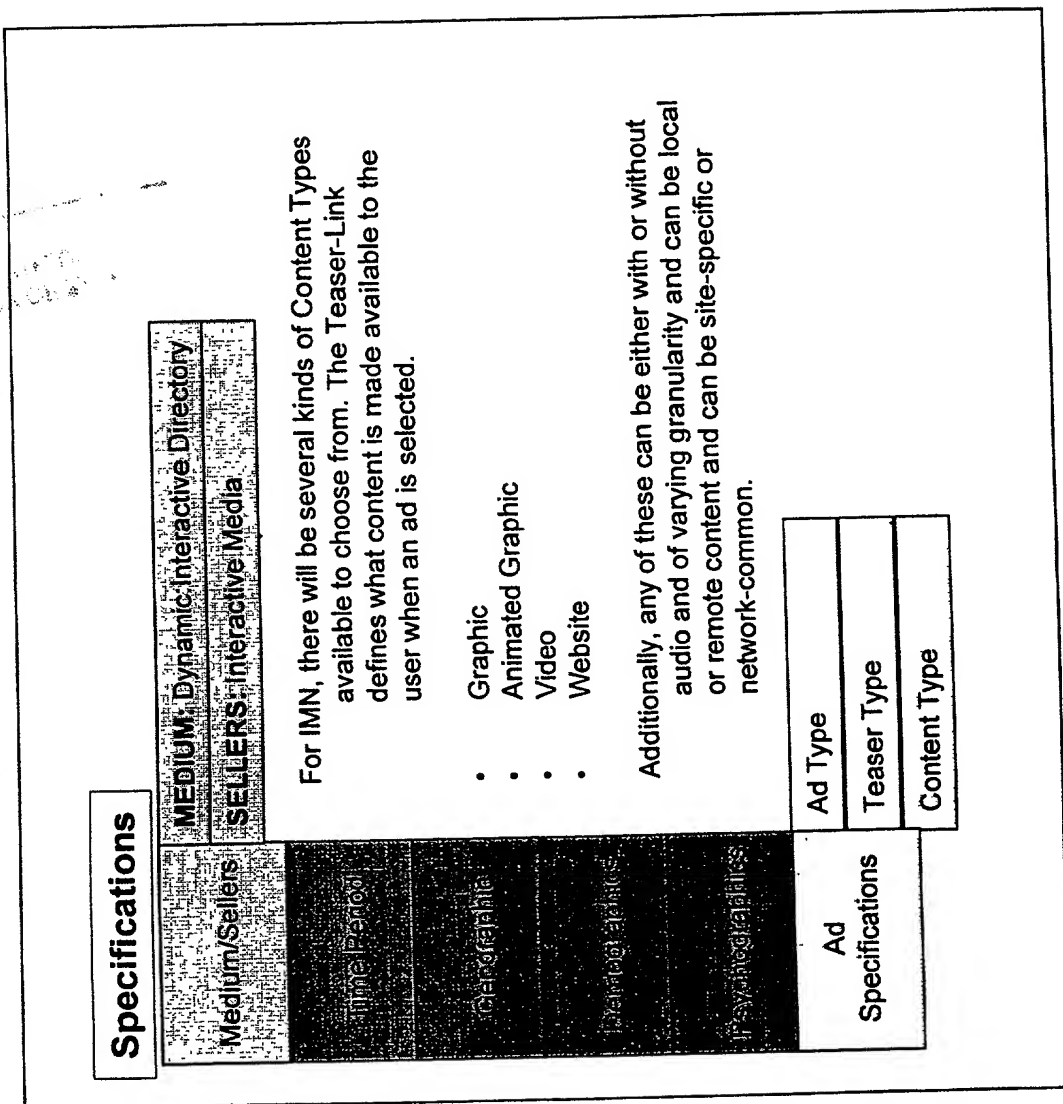
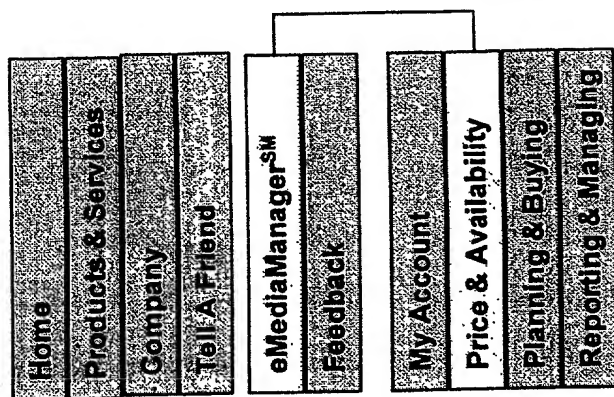


FIG. 23

Home
Products & Services
Company
Tell A Friend
eMediaManager SM
Feedback
My Account
Price & Availability
Planning & Buying
Reporting & Managing

>> Section to create new plan from scratch, make from previous plan, view Previous plans, modify active plans.

Create New
Select From Previous
View Pending
Modify Submitted
Save Current
Submit Current
Email Current
View Site List
Reserve Inventory

FIG. 24

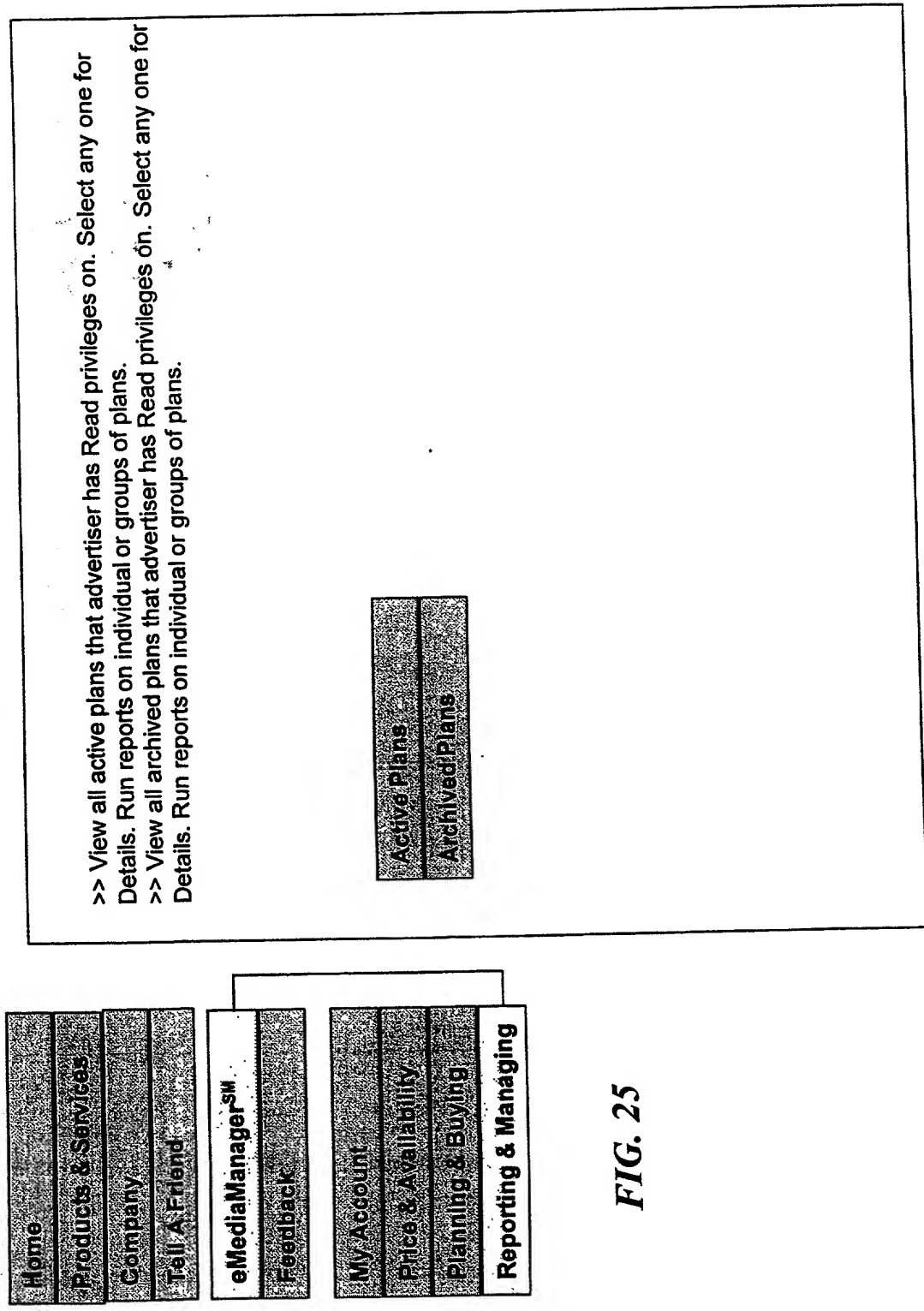


FIG. 25

2000/07/23 14:00

[MP] Feedback [D]

Home
Products & Services
Company
Tell A Friend
aMediaManager
Feedback

> link to **xx:Feedback**

FIG. 26

Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

>> Text network/medium description targeted at local advertisers. Simple step-by-step instructions.

FIG. 27

Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

Ad Campaign

Start Date

Stop Date

Site Selection

Ad Spot

Teaser Content

Interactive Content

Geographic zoom to local sites, or enter addresses

Cyclical or On-Demand only

All types available

All types available

Cost

1) Number of times ad would run

2) Number of impressions

3) Total cost

4) CPM

Submit

FIG. 28

Home
Products & Services
Company
Tell A Friend
Overview
Advertising
Feedback

>> link to **xx:Feedback**

FIG. 29